

KITTERY ECONOMIC DEVELOPMENT COMMITTEE

FEBRUARY 27, 2014

CONFERENCE ROOM A

1. Call to Order

Chairman Beers called the meeting to order at 4:00pm.

2. Roll Call

Answering the call were Chairman Gary Beers, John Carlson, George Dow and Gerald Mylroie. Councilor Charles Denault arrived at 4:10pm and Stephen Kosacz at 4:15pm. Excused were Patrick Trevino and Nancy Colbert Puff.

3. Agenda Amendment/Adoption

Chairman Beers offered three agenda amendments:

Add items:

- 8j. Kittery Foreside Forum Notice Discussion
- 8k. Destination Marketing Phase II Discussion
- 8l. EDC – Town Website

Append Meeting Action Materials:

- a1. (added) Tables, TIF 1, 2, & 3
- a7. Town Manager Letter, Feb 20, 14, Kittery Foreside Forum
- a8. Report to Council, May 23, 2011, Destination Marketing Program Update
- a9. EDC - Town Website information
- a10. EDC Charge, February, 2012

Without objection, the Chairman cast one vote for adoption of the agenda, as amended.

4. Acceptance of Previous Minutes (02-11-14)

Mr. Dow noted that he and Mr. Trevino were sworn into office by Town Clerk Maryann Place at the beginning of the meeting which should be included in the minutes. He also noted that he felt that including copies of the informative e-mails from “kedc2011” being added to the Committee documentation would be beneficial.

Concurring with that suggestion, and without objection, the Chairman cast one vote for approval of the February 11, 2014 minutes, as amended.

5. All items involving visitors / requested officials: None

6. Committee Reports

Communications from the Chairman: None.

Rep Reports: None.

APPROVED – 03-12-14

7. Unfinished Business:

a. Planning Board – Town Council – Other Workshop

Chairman Beers gave a summary of the “mountain of activity” currently in process with respect to the “Foreside Forum” initiated by the Council; efforts with advisory groups including “Creative Kittery”, “Route 1 Bypass”, “Business Visitation”, and “Kittery Foreside” which have been going on with the EDC; and, considering the Comprehensive Plan Update effort, it seemed important to arrange one or more workshops with the Council, Planning Board, and Comprehensive Plan Update Committee, open to the public, to get everyone on the same page and clarify roles and responsibilities.

Discussion ensued and the Committee agreed to have the Chairman make arrangements for a combined workshop.

b. EDC website review / Town website.

The only Committee recommendation for the Kittery EDC website was to change the interactive “blog” feature to a “News Release” concept similar to “OurKittery”. Interested parties will be able to “subscribe” to e-mail notices of updates and be able to review when that happens as they may be interested instead of having to make periodic checks. (Note: The concept of connections to social media, addressed in the February 11th meeting had already been rejected). The management and administration of the site is seen to be a fair workload as separate issues which need to be concluded. Councilor Denault expounded on his approach with “OurKittery”.

After discussion, Councilor Denault agreed to be the Committee Representative and bring back a statement, in conjunction with Mr. Mylroie, addressing site operation and management. As part of that, they will explore and make any recommendations in regard to the correlation, and/or integration, with the Town website.

c. Advisory Working Groups.

With the Chairman’s brief overview of working groups currently in progress addressing economic development–related activity, more detailed discussion of each took place as follows:

1. Business Visitation Program. Mr. Carlson and Mr. Kosacz spoke of the background and history of this EDC effort, as reflected in the agenda notes. Mr. Carlson agreed to be the Committee Representative for the subject and bring to the Committee a recommendation regarding possible future activity.
2. Creative Kittery. Mr. Mylroie spoke of the background and history of this EDC effort; and, agreed to be the Committee Representative and bring back a recommendation regarding possible future activity.

3. DPW-KPA Shore and Harbor Initiative. Mr. Mylroie explained the origin and background of this effort. The Chairman asked what, if any part, is related to economic development. Mr. Mylroie will arrange to provide the current materials and status for consideration at the next meeting.
 4. SML – Memorial Circle – Mall Road Traffic Connectivity. The Chairman advised that a grant request was made to the Maine Department of Transportation for engineering study of the feasibility of making Route 1 from the Kittery Trading Post to the Bypass connection a two-way configuration as it was in the beginning so that local traffic circulation would be simpler. He noted it had happened because of late notice for application deadline and that, if approved, would have to be submitted to Council for approval and allowing a \$2,400 grant match.
 5. Bypass Group. Mr. Mylroie explained the origin and background of this group as well as their recent meeting and focus. A question arose as to what of that activity constituted “planning” (purview of the Planning Board) and what aspect related to this committee. It was concluded that the committee does have an interest, or role, which emphasizes the need for a clarifying workshop. He agreed to be the Committee Representative and bring back a recommendation regarding possible future activity.
8. New Business:
- a. Tax Increment Financing (TIF) Districts.
- The Chairman provided a brief overview of the current three TIF districts along with the ordained enactment Tables describing their overall purposes and designated municipal improvements that may have funds expended related to each. Mr. Mylroie agreed to provide the current fund status for each district as expenditures are only authorized for the designated purposes and within the district from which funds are derived.
- b. TIF District 4 / Business Improvement District (BID).

The Chairman and Mr. Mylroie provided the background and history on the idea of a TIF district for the Foreside area. Since it was suggested to Council in the December 13, 2010 meeting Public Hearing and the three present Districts ordained (and subsequently approved by the State), an area examination was conducted and prospective TIF boundaries/properties identified. Lengthy discussion ensued addressing the issue of what the Foreside boundaries actually are and what a TIF in that area could actually achieve.

The Chair offered to be the Committee Representative for this subject and provide the documentation on a Foreside TIF to be proposed for Committee consideration for recommendation to Council.

The Chairman then explained another possibility known as a “Business Improvement District” which is very similar to a TIF in terms of geography, except that instead of tax

revenues contributing to requested improvements (e.g. trees, other foliage, sidewalks, and signage), businesses involved would by agreement and self-assessment, pay for those improvements.

The Chairman will provide further detail on the concept for the Foreside area as part of the TIF task.

c. School Budget Volunteer-Mentor Coordinator Position.

Mr. Dow confirmed the history and recommendations found in the meeting materials regarding Kittery School Department's interest and support for after school jobs, internships, and mentoring. The publicity regarding the Department's budget support for a Volunteer-Mentor Coordinator position in its FY15 budget was noted. Mr. Dow agreed to be the Committee Representative on this subject and bring back more information. Without a formal vote, it was understood that the Committee agrees with the program and the position.

d. Economic Development Corporation.

Mr. Carlson explained the background and history of this question. He indicated that while it remains a positive approach to the Kittery economic development function, it seemed that a number of things needed to happen before any solid proposal could be made. He agreed to be the Committee Representative for the subject and "maintain ownership" as the Committee proceeds until it may become clear to specifically address the question.

e. Foreside Crossing.

Mr. Mylroie explained the history on the idea to potentially get redevelopment of the area around the intersection of State Road and Walker Street. Lengthy discussion ensued of possibilities, including the TIF/BID aspect and as part of the Foreside area. The Chair agreed to investigate further with Mr. Mylroie and bring back detail and possibly recommendations to the Committee.

f. Public, Education, Government (PEG) TV.

Councilor Denault updated the Committee on the progress of Channel 22 operations. He stated that he was to meet on March 22nd with Council Chairperson Thomson and Town Manager Colbert Puff on the question. He agreed to be the Committee Representative on the subject and bring back information regarding the Committee's interests. It was expressed that the Committee would prefer resolution and action sooner than the June 2015 target stated by the Town Manager.

g. Business Park and Kittery Energy Co-Generation Facility.

Short discussion took place regarding the prospect of a combined heat and power co-

generation facility/operation, and expansion of LNG service in Town. The Chair agreed to investigate with Mr. Mylroie and provide the Committee with more detail.

h. Other Activities.

Membership and Organization. It was noted Committee does need more member(s), but confusion arose over which member occupied which positions which relates to what openings may exist. The Chair noted that a Planning Board member had suggested a representative from that body be included. The Chair will confirm current status with the Town Clerk and the question will be raised at the combined workshop.

Economic Development Plan for Now and Kittery 2020.

The Chair noted that the Plan, approved by the Committee in November 2012 and presented to Council on (date) needed to be updated. Council had requested a summary version and activity had taken place since that date. The Chair will work with Mr. Mylroie to produce a revised first draft for Committee consideration.

Naval / Maritime Museum.

Mr. Carlson stated that it is a worthwhile endeavor and that the Shipyard may still be interested in a local venue for display for naval artifacts. Further discussion led to the conclusion that it was more a matter between Rice Public Library and the Navy than an EDC consideration. The matter is closed for this Committee.

Economic Development Management

Mr. Mylroie noted that proactive initial staff marketing, advocacy and administration to implement the above described projects has been initiated some time ago. However, most of the effort has been accomplished through voluntary time. The Committee recognizes that the Town must recognize the need to pay for services rendered and begin to fund this critical work.

i. FY15 Budget

Budget needs were discussed. The Chairman referenced the designated purposes for TIF funds and pointed out that the requested signage (listing follows) clearly fell into that category so CIP funds need not be requested; and, since the Museum issue was closed, no funds were needed for that. Mr. Carlson concurred, with the incorporation question deferred, that that request may be removed. Mr. Mylroie confirmed his intention of requesting businesses to sponsor the business destination signs. The Grant requests have been made to the Maine Department of Transportation and if approved, a request for the \$2,400 match funds will be made to Council. The Committee supported the following request and suggested funding sources:

| Item | Amount | Suggested Funding Source |
|--|----------|--------------------------|
| Signs – Kittery Welcome (3) | \$21,000 | TIF |
| Kittery Foreside Crossing Plan Preparation | \$5,000 | TIF |

| | | |
|--|----------|-----------------|
| Economic Development Management | \$10,000 | TIF |
| Signs – Business District Destination Signs (22) | \$6,600 | Business Donors |
| Web Site Maintenance | \$3,000 | Cable IT Funds |
| KACTS Route 1 Connection Feasibility | \$50,400 | MDoT |
| <i>Grant Match (\$2,400)</i> | | |
| Sarah Long Bridge Closure Business Impact Mitigation/Support Marketing | \$10,000 | MDoT Grant |

8j. (added) Kittery Foreside Forum Notice.

The Chairman referred to the Town Manager's letter and newspaper articles on the "Foreside Forum" and its next planned meeting on Monday, March 3rd. Mr. Kosacz stated that he was a participant and would attend. The Chairman indicated that he would attend as well, considering that the topics being addressed with the group's subcommittees were directly related to Committee activity over the past three years.

8k. (added) Destination Marketing Phase II.

The Chairman referred to the Town Council Report, dated May 23, 2011 regarding the Destination Marketing Plan with only Phase I having been approved. He will create a new Report addressing Phase II and bring it to the Committee at the next meeting for consideration to present to Council for approval.

8l. (added) EDC – Town Website.

The Chairman referred to Town website detail for the Committee and suggested it needed to be updated. He will present a request to the Town Clerk to do that.

Mr. Kosacz left the meeting at 5:30pm.

9. Committee Member Issues or Comments.

Mr. Carlson expressed his appreciation on how things look to be moving forward. Councilor Denault said that the response to his posting the Committee agenda and minutes on "OurKittery" was quite large and many recipients expressed appreciation.

Mr. Dow left the meeting at 5:45pm

10. Meeting Schedule & Adjournment

Wednesday, March 12 was selected to be the target date for the next meeting. The Chair will coordinate notice and confirmation via "DOODLE – Easy Scheduling".

Mr. Carlson moved to adjourn at 5:55pm. Seconded by Councilor Denault. All in favor.

Posted: TBD

Meeting Action Materials Appended as Part of the Record:

1. KEDC Un-Approved Minutes - 02-11-14
2. KEDC Agenda Item Detail - 02-27-14

- a1, a2, a3 - TIF 1, 2, 3 Maps
- a1. (added) Tables, TIF 1, 2, & 3
- a4. TIF 4 Area Aerial Photos
- a5. Sewer Expansion Map
- a6. Co-Generation
- a7. (added) Town Manager Letter, Feb 20, 14, Kittery Foreside Forum
- a8. (added) Report to Council, May 23, 2011, Destination Marketing Program Update
- a9. (added) EDC - Town Website information
- a10. (added) EDC Current Charge, February, 2012

02-27-14 MINUTES - TOWN OF KITTERY DESTINATION MARKETING SIGNS

Welcome to Historic Kittery Signs (\$7,000 each) – FY15* TIF– 3 – \$21,000

Route 1 at York Town line - installed

* Route 1 at I-95 Exit 2 northbound off-ramp

* Route 236 at I-95 Exit 2 southbound off-ramp

* Route 236 southbound at Eliot Town line

Route 1 northbound at State Line/ Badgers Island

Route 103 at I-95 Exit 1 northbound off-ramp

Route 1 Bypass north of State and Town Line (with State of Maine welcome sign)

Business District Destination Signs (\$300 each) – FY15 Business Sponsors – 22 – \$6,600

Kittery Foreside/ Badgers Island

Route 1 northbound / Town line

Kittery Foreside / Kittery Crossing

Route 1 / north of restaurant

Route 1 / north of Government Street

Kittery Foreside

Route 103 / Whipple Road north of St Raphael

Route 236 / Shapleigh Rd. east of Whipple Road

Bridge Street / east of Route 1 Bypass

Route 1 / north of Bridge Street

Kittery Point Village

Route 103 / just south of post office area

Route 103 / just north of post office area

Haley Road / just west of Route 103 with arrow pointing to the right

Kittery Center Village

Route 236 / west of Manson Avenue – installed

Route 103 / just south of Shapleigh Road

Route 236 / just east of Whipple Road

Kittery Center / Memorial Circle

Route 236 / west of Route 1 Bypass overpass

Route 1 / State Road south of Circle crest of hill.

Kittery 236

Route 236 / east of Eliot Town line and

Welcome Historic Kittery sign.

Route 236 / west of I-95 southbound On Ramp

Kittery Route 1 Bypass

Route 236 / west of I-95 Exit 2 off-ramp with arrow pointing to the right.

Route 1 Bypass / north of Long Bridge

Coastal 1 Kittery

Route 1 / south of Adams Drive

Wilson Road / west of Route 1

Route 1 / north of Haley Road

Landmark Hill

Route 1 northbound / east side at Estes wetland crossing

Future Business District Destination Signs:

Cutts Corner / Pine Tree Center (2)

Route 1 / north and south of Cutts Road
300’?

Lewis Farm

Route 1 / north and south of Lewis Farm
– 300’?

Landmark Hill

Route 1 southbound / west side at York
Town line

Kittery Foreside / Badgers Island

Route 1 / southbound end